

**Interprofessional Education Initiative Implementation Committee Meeting
May 7, 2013**

Communications Subcommittee Briefing

- I. Decided we needed several basic documents – FAQ for the web, elevator speech, more in-depth, but brief summaries, and ultimately a brochure
- II. Focus is on those who know nothing about IPE or this initiative
- III. Acknowledgements:
 - a. Editors: Vicki Anderson-Ellis, Bruce Betz, Melinda Young, Catherine Shen, Tracy Bragz and Tina Mankowski
 - b. Implementation Committee and Communications Subcommittee commenters
- IV. Our technical professionals noted
 - a. Must be jargon-free, consistently presented, create a short brand/identity (Transforming UW Health Education), focus on the audience's needs – what do I need to know, what is different, why should I care, why should I engage?
 - b. Simple easily understood content
 - c. Most have no understanding of the UW or how it works
 - d. Move beyond what the public believes/assumes we do anyway
 - e. Speak to IPE beyond the clinical focus to address population and local to global
 - f. Not is led by the Deans and represents a multiyear process scaling to resources and support
 - g. Will require new facilities
 - h. Address specifically how people (faculty, students, staff, employers, advocates, served public, policymakers and others) can engage and influence this program moving forward
 - i. Need a multiple approaches – documents, media, outreach, real engagement
- V. Will draw upon the talents of UW Marketing and Health Sciences Communications for consistent messaging and strategic communications guided by best practices
- VI. We want any additional feedback this week, but wish to proceed to next steps
- VII. Next steps: outreach and engagement plan to external community, a media article, blogs, brochure creation and linked communications strategy based on best advice of UW Communications professional

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